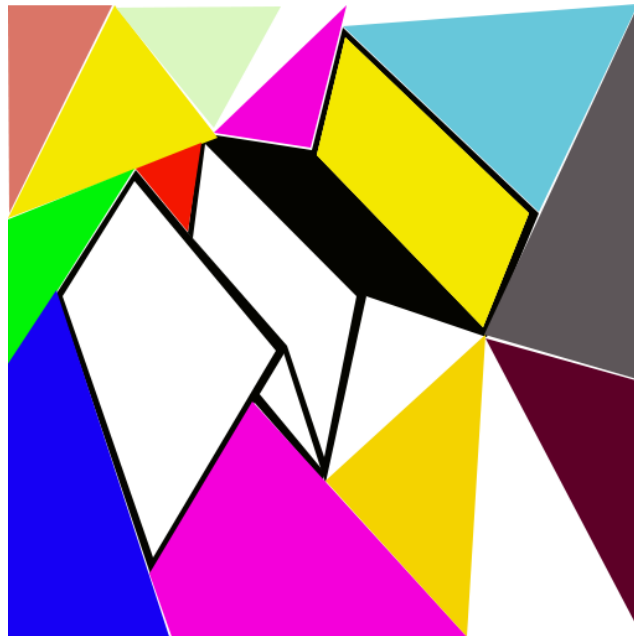


eCatalog Service

User Manual



Introduction

Thank you for your interest to our e-catalog service.

e-Catalog service is a App-based advertisement program designed by CCL Software Co. Ltd. The objective of this service is to provide a fully customizable, low cost solution to companies who are looking for a dedicated iPhone/iPad App to promote their products to the end-customers.

As the population of using iPhone/iPad is expanding very quickly, it would be a very good idea to design an App for your company and to show your product catalogue to the end-customers. How to do? In the old days, you may require to find an App design house, passing the product information to her, merging the materials into the App, submitting the App to the iTune store, waiting for one or two weeks for the App approval...etc. The procedure is time consuming and costly. In case, if you want to update the catalogue content, you may require to pass the new information to the software house, and the above procedure will be going through once again and again... This is not a desirable way to meet your target.

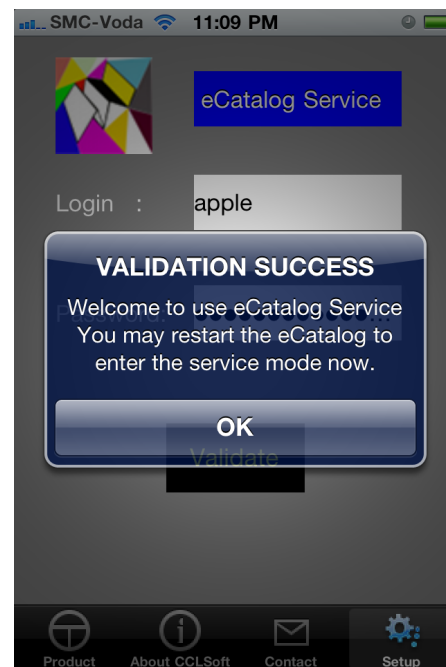
e-Catalog service is a self-service catalog making solution to you. Once we, CCL Software Co. Limited, receive your subscription order, we will immediately prepare a e-catalog compliant App body to the iTune store. The App body will include some very basic information as listed below:

1. Your App name
2. The App icon (iPhone – 57x57 pixel, iPad – 72 x 72 pixel, PNG format)

The App approval process will take about 1 to 2 weeks. Within this period, you can start to submit the catalogue content to the e-catalog service website based on the account and password provided after the service subscription. Meanwhile, you will require to use the e-catalogHD (iPad) or e-catalog (iPhone) App as a tool to verify your content design.

The e-catalog App setup will be described as below:

1. Open the e-catalogHD or e-catalog App
2. Select the SETUP page



3. Enter the login name
4. Enter the password
5. Select the [Validate] button

The Validation Success message box will come out if the account information is correct. Let's restart the App and it will enter the e-catalog service mode for your account.

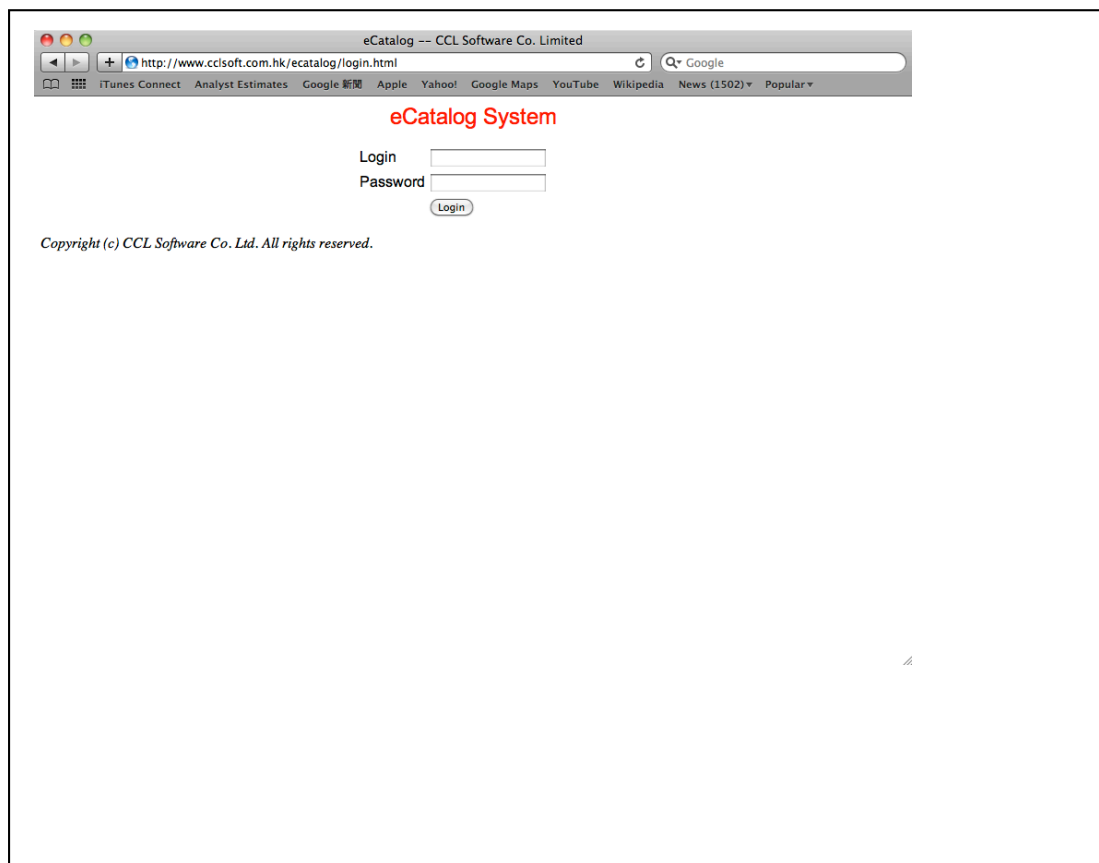
*NOTE: the App body submitted to the Apple iTunes store will be the same as the display shown in the e-catalog service mode except that the setup tab will be removed, the App icon will be changed to the customer App icon and the App name will be changed to the customer assigned App name.

e-Catalog Service Server

Hurray! you can enter the e-catalog service now.

Let's use your computer to access the following URL:

<http://www.cclsoft.com.hk/ecatalog/login.html>



The screenshot shows a web browser window titled "eCatalog -- CCL Software Co. Limited". The address bar displays the URL "http://www.cclsoft.com.hk/ecatalog/login.html". The browser's toolbar includes links to iTunes Connect, Analyst Estimates, Google 新聞, Apple, Yahoo!, Google Maps, YouTube, Wikipedia, News (1502), and Popular. The main content area features the "eCatalog System" logo in red. Below the logo are two input fields labeled "Login" and "Password", followed by a "Login" button. At the bottom left, a copyright notice reads: "Copyright (c) CCL Software Co. Ltd. All rights reserved."

Use the same e-catalog service account and password to login to the e-catalog system. (as Fig.1)



Fig.1 --- e-Catalog service screen

The e-catalog service webpage will include the following section:

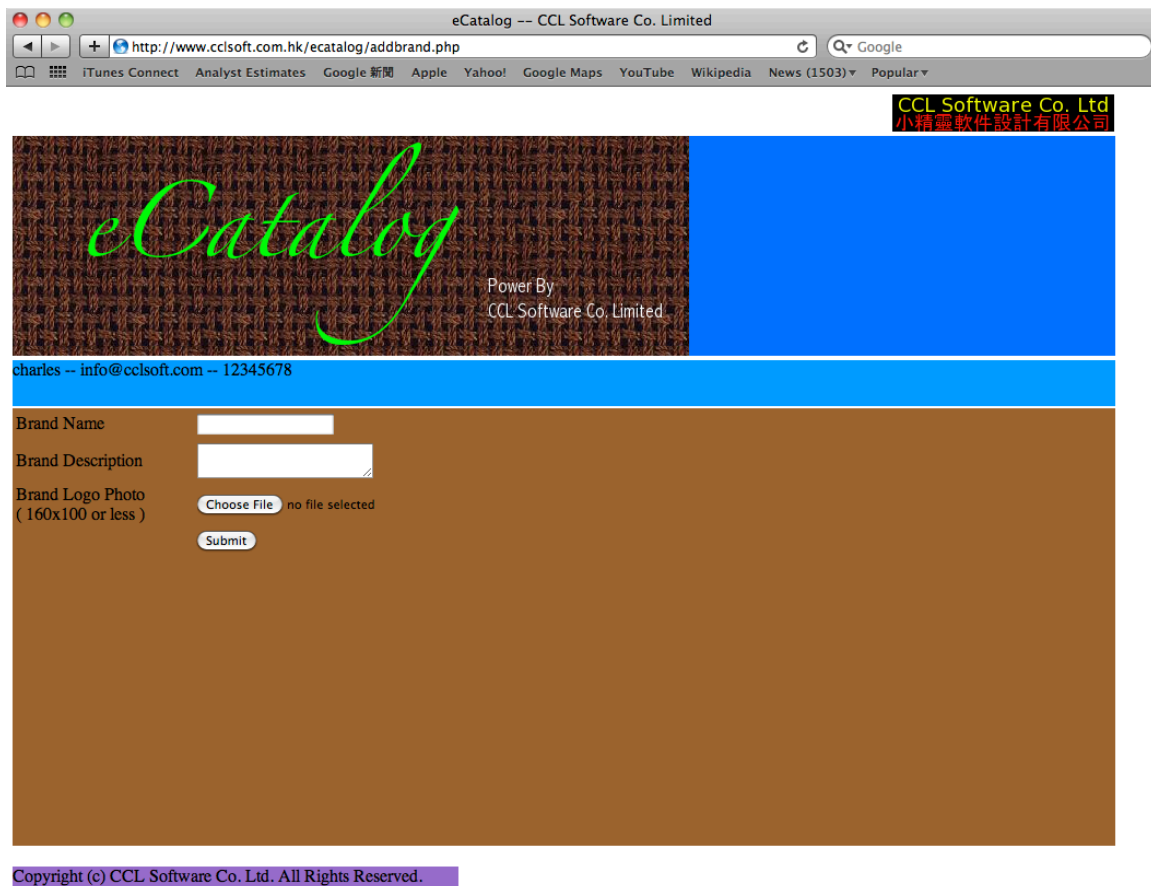
1. Functional Bar
 - a. Add Item
 - b. Remove Item
 - c. Add Brand
 - d. Edit Brand
 - e. Add Series
 - f. Edit Series
 - g. Setup
2. Item Display (8 items for each page)

Brand-Series and Item

e-catalog service is based on Brand-Series-Item architecture to categorize the products. In order to insert items to your e-catalogue, you do need to follow this concept.

Create your Brand

You can create your Brand(s) by clicking the [Add Brand] button. The Add Brand screen will be shown as below: (Fig.2)



The screenshot shows a web browser window titled "eCatalog -- CCL Software Co. Limited". The address bar shows the URL "http://www.cclsoft.com.hk/ecatalog/addbrand.php". The browser's search bar contains "Google". Below the browser window, the web page has a header with the "eCatalog" logo in green script, the text "Power By CCL Software Co. Limited", and a blue rectangular area. A yellow banner at the top right of the page reads "CCL Software Co. Ltd 小精靈軟件設計有限公司". Below the header, a blue bar displays the user information "charles -- info@cclsoft.com -- 12345678". The main form area has a brown background and contains the following fields: "Brand Name" with a text input box, "Brand Description" with a text area, and "Brand Logo Photo (160x100 or less)" with a "Choose File" button and "no file selected" text. A "Submit" button is located below the logo field. At the bottom of the page, a purple bar contains the text "Copyright (c) CCL Software Co. Ltd. All Rights Reserved."

Fig.2 – Add Brand

You will be required to input a few things. They are the Brand Name, Brand Description and the Brand Logo. The brand logo will be the picture shown in the brand display screen (fig 3)



Fig.3 – Brand Logo Display screen in App Body

For each addition of a brand, the Brand Logo display will divide the screen appropriately to fit for the size and the number of the logo(s). (*Ver 1.1 of e-catalog will support table view*)

Edit Brand

If you want to edit or remove the Brand created, you can click the [Edit Brand] button to enter the Brand edit page (fig.4)

Remove Brand

Tick the checkbox of the Brand, then press [Remove] button.

Edit Brand

Directly Select the Brand name. e.g. select the Game Series. (Fig.5)
You can change the Brand name, Brand Description and re-upload the Brand Logo.

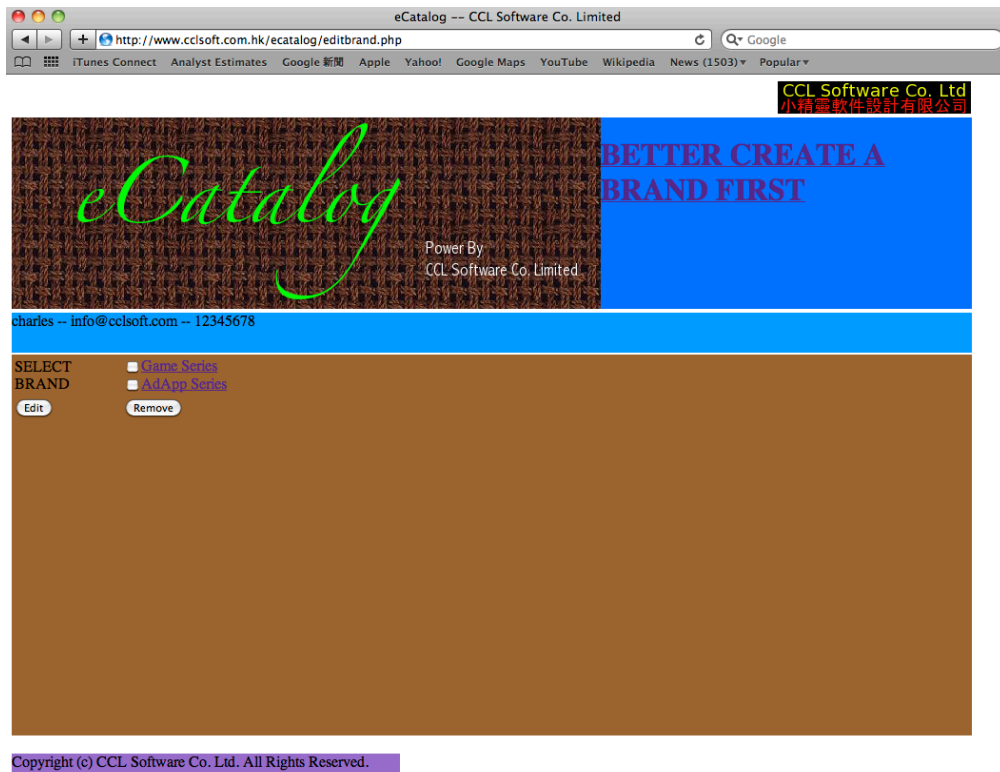


Fig.4 – Edit Brand

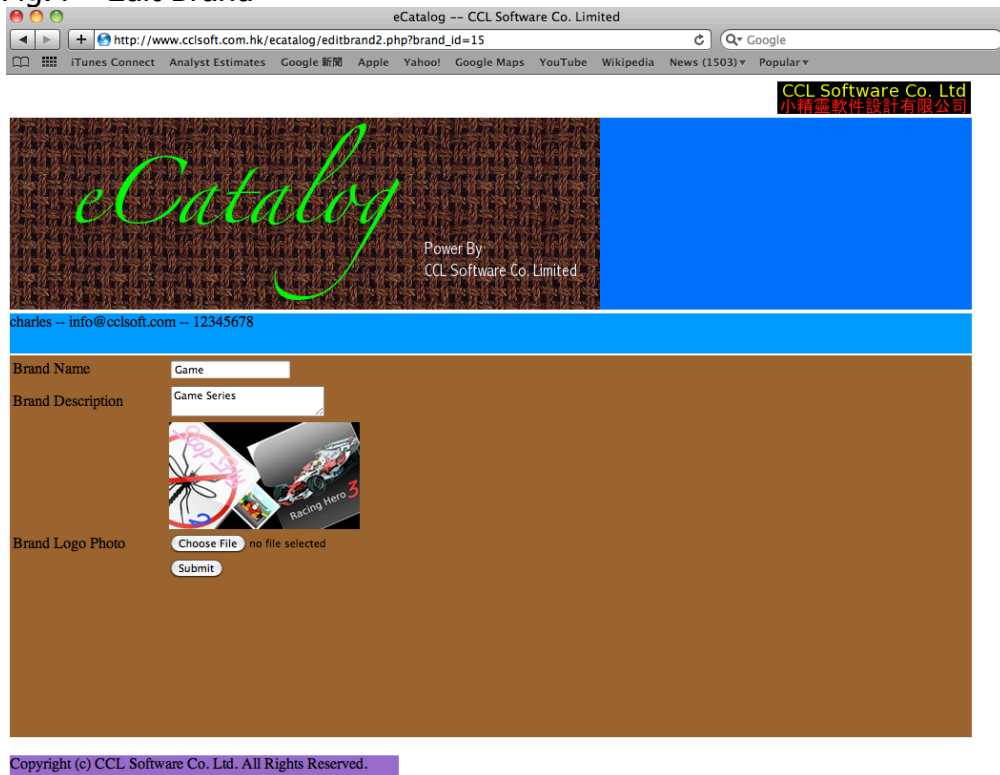


Fig.5 – Edit Game Series Brand

Create Your Series

After creating the Brand, you can now create the series for the Brand by clicking the [Add Series] button in the main page (fig.6)



Fig.6 – Add Series

After clicking the [Add Series] button, the Add Series page will be shown (Fig.7). You will be required to input the following:

1. Series Name
2. Series Description
3. Under Brand

The Series will be the list shown after you selecting the Brand in the e-catalog App. (Fig. 7a)

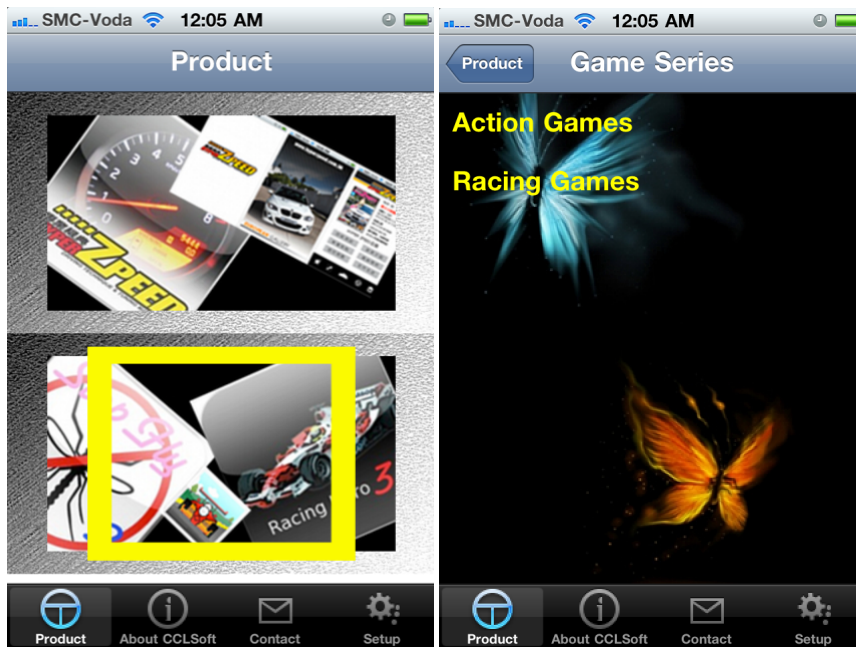


Fig. 7a – App Series Display



Fig.7 – Add Series Screen

NOTE: The e-catalog series display is set to transparent mode. The series display will be shown on top of the wallpaper.

Edit Series

If you want to edit or remove the Series created, you can click the [Edit Series] button to enter the Series edit page (fig.8)

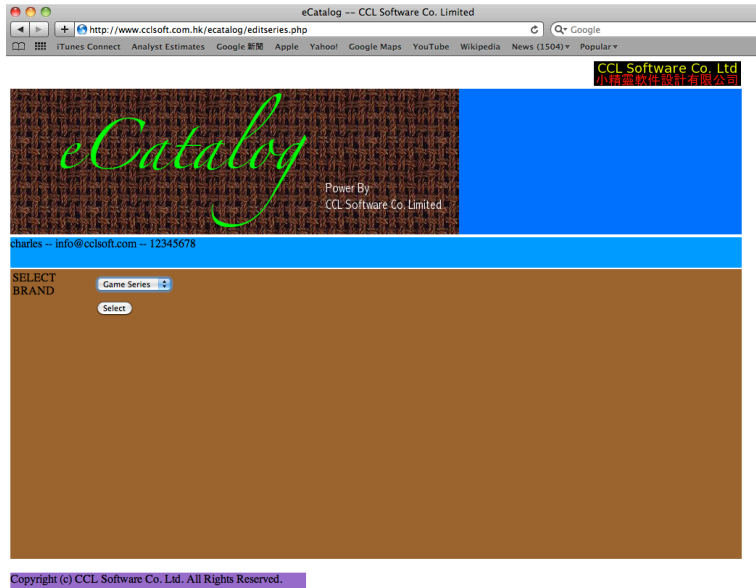


Fig 8 – Edit Series Page

You need to select the Brand related to the Series that you want to edit and then click [Select] button. The Series list page will be shown (Fig.9)

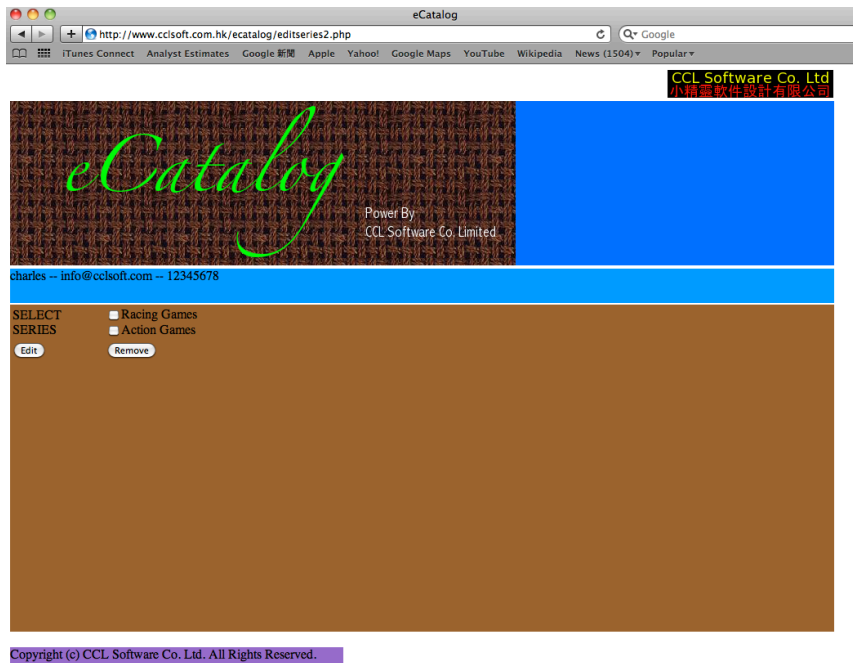


Fig.9 – Series List

You can delete the series by selecting the checkbox of the series and then click [Remove] button. If you want to edit the series, just select the Series checkbox and then clicking the [Edit] button. (Fig.10)

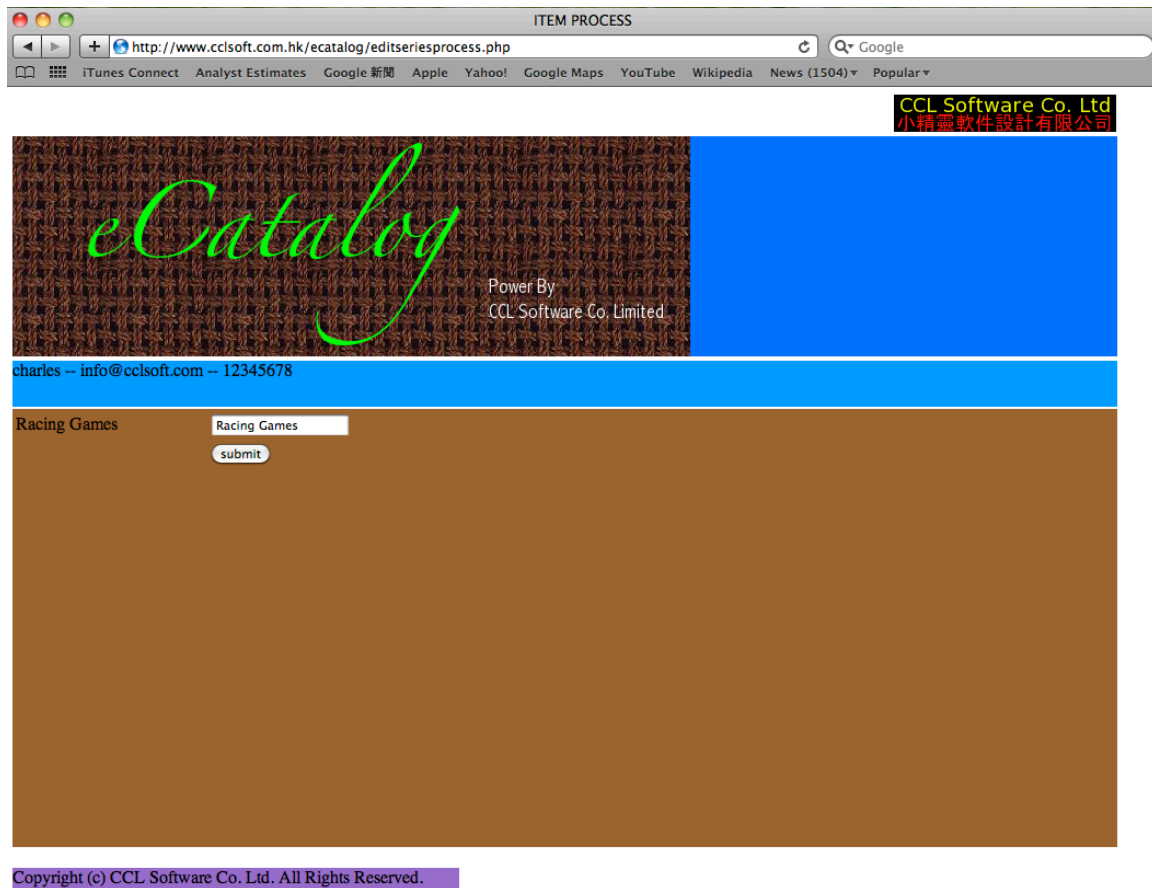


Fig.10 – Edit Series Page

The name of the series can be changed.

Add Item

Hurray !! You can now insert the Item.

In the main screen, all the items will be shown in the main page. (Fig.11)



Fig.11 – Main screen with Items shown in the bottom.

The item display will include the following:

1. name of the item
2. a selection checkbox next to the name
3. item picture
4. short description of the item

By clicking the [Add Item] button, you can enter the Add Item page. (Fig.12)
 You need to select the Brand from the Brand list, that the item will be belong to.
 After selecting the brand, you can enter the details of the item through the Add item details page. (fig.13)

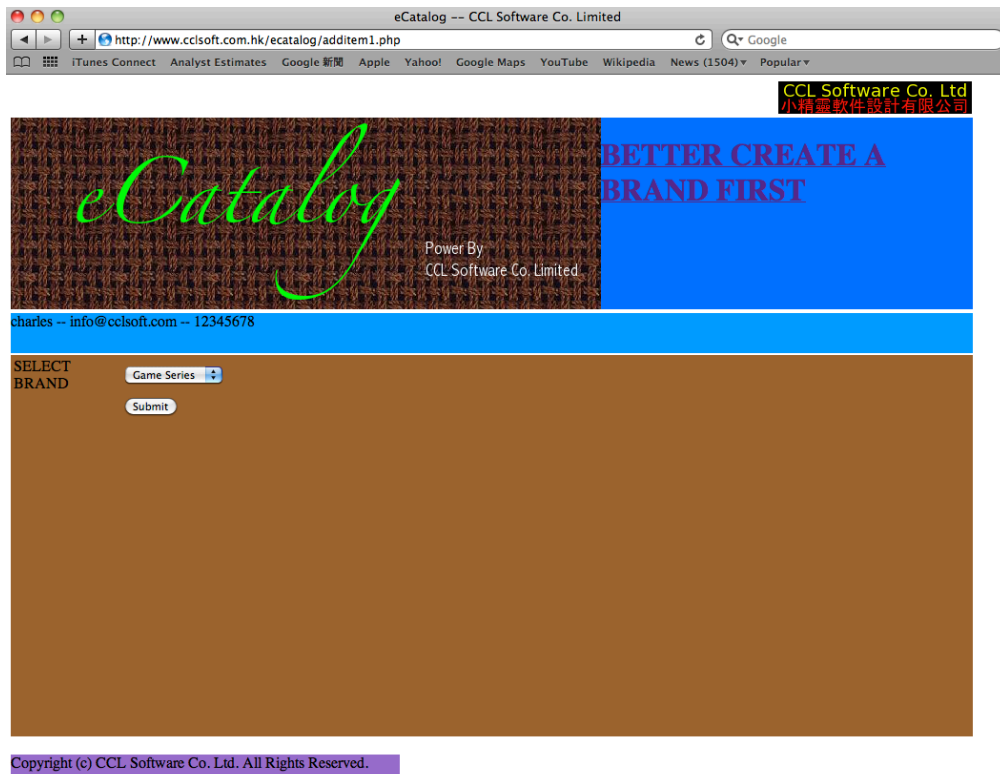


Fig.12 – Add Item Page

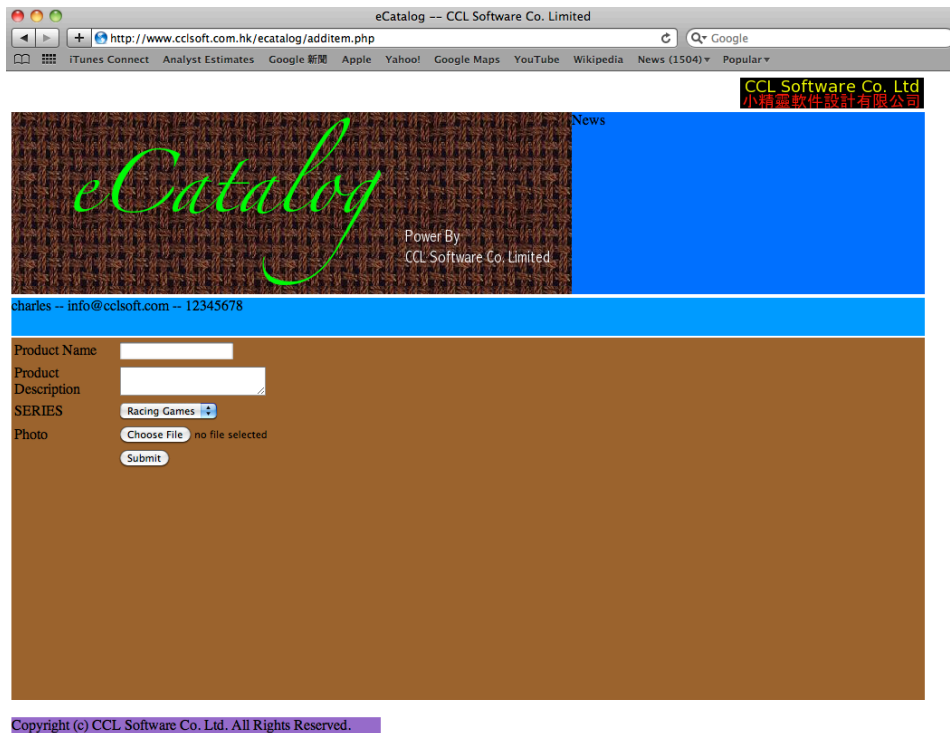
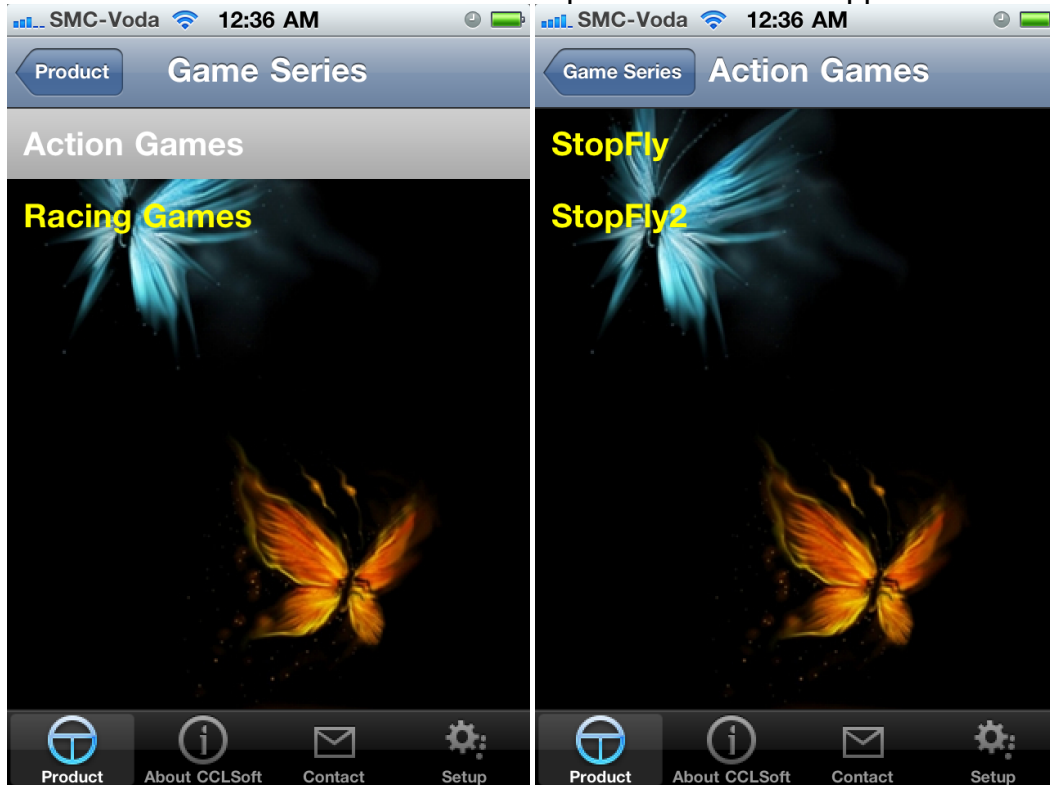


Fig.13 – Add Item details page

You need to input the following:

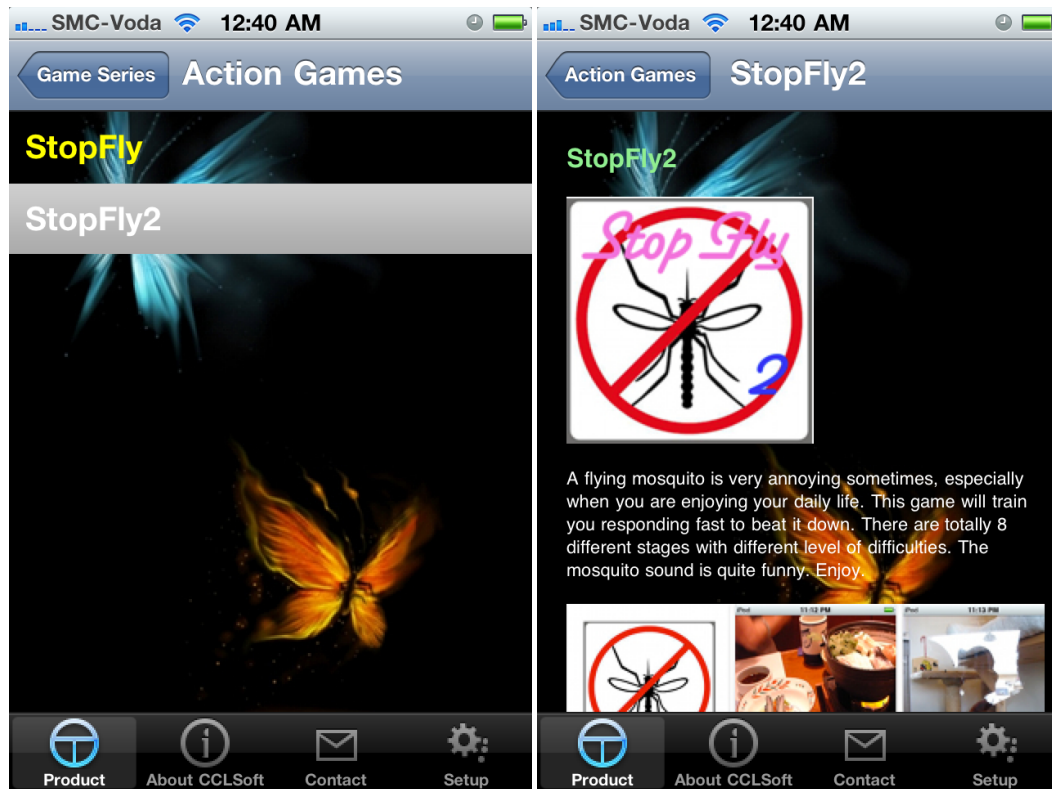
1. Product Name
2. Product Description*
3. Series
4. Photo of the Product

The Product Name will be shown in the product list of the App.



The Production Description will be the details after selecting the Item in the Item list of your App.

**** NOTE:** The formatting of the description page will be described in the Formatting section.



Delete Item

You can easily delete the item by clicking the selection checkbox and then click the [Remove Item] button in the function bar. (Fig.14)



Fig.14 – Click [Delete Item] button to remove the selected items

Edit Item

If you want to edit the content of the Item, you can simply click the Item picture from the main page. The Item Edit page will be shown. (Fig.15)

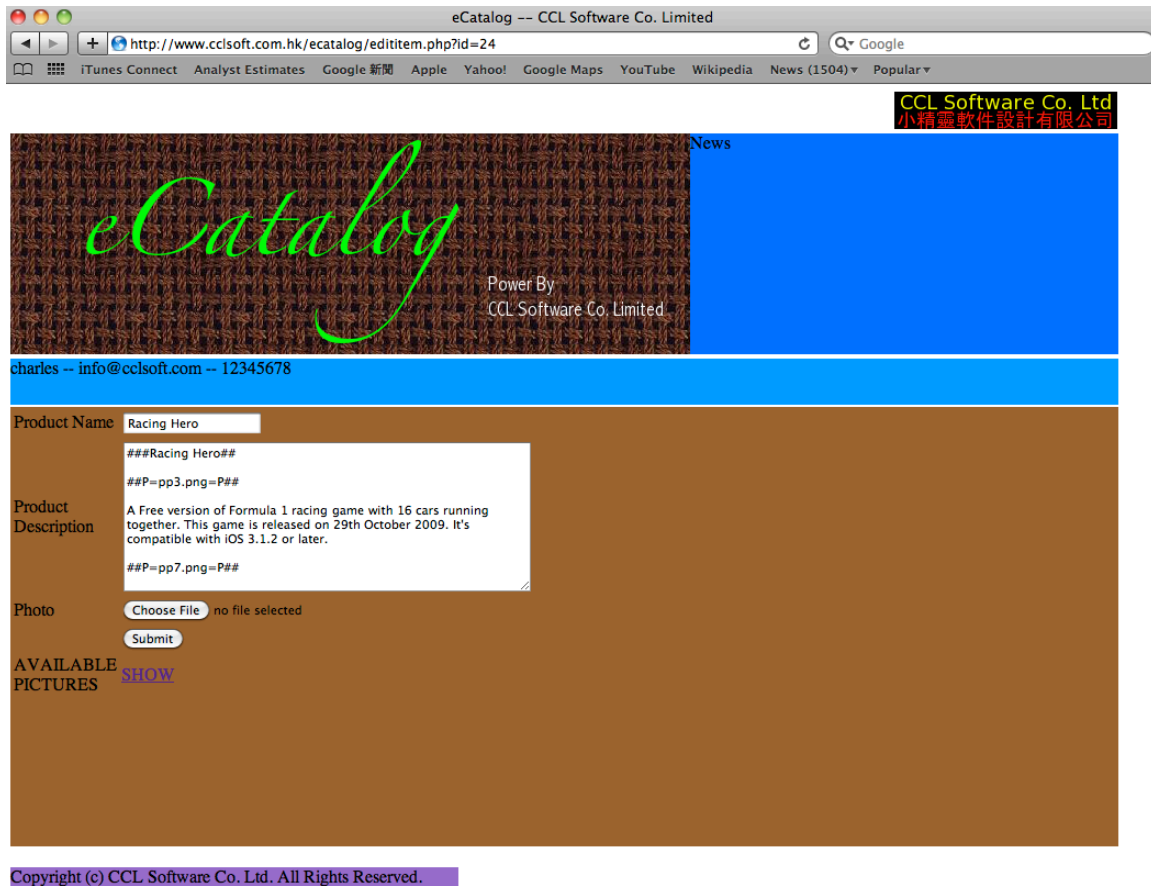


Fig.15 – Item Edit page

You can modify the following:

1. Product Name
2. Product Description
3. Photo

Formatting

The Product Description is a special section that needs to be highly presentable. It is based on the WebView display to show the content. So, a special syntax will be used for inserting pictures and display effects.

For inserting pictures, you can click the [SHOW] next to the AVAILABLE PICTURES. A list of pictures will be shown in the page that you can insert those pictures into the description. (Fig.16)



Fig.16 --- Picture Library

For each picture, there will have a code under this. (e.g. `##P=pp6.png=P##`) You can copy this code and insert into the description textbox. Then the picture will be inserted.

****NOTE:** If you want to insert more pictures into the picture library, you may try the following:

1. Main Page --> select [SETUP] button

2. Select the [ADD] link next to the ADD PROFILE PICTURES at the bottom area of the PROFILE setup page. (Fig.17)



Fig.17 – Click the ADD link for adding pictures

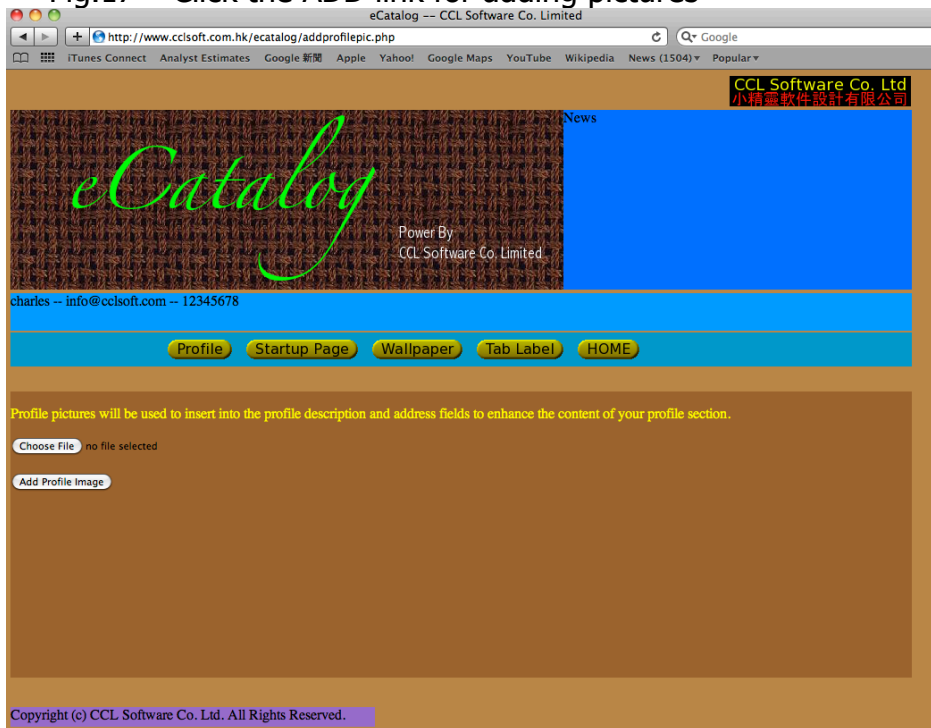


Fig.18 – Add Picture Page

After successfully added the picture, it will be appended to the picture library for future use.

HTML-like syntax

It will be good if you have some basic knowledge of HTML formatting. The e-catalog has a similar thing but the "<" and ">" signs will be changed to "{" and "}". That means in the description textbox, you can format the text based on the following tags:

```
{h1}  
{a href=...}/{a}  
{font ...}/{font}
```

Below is an example of CCL's address description:

```
###CCL Software Co. Limited##  
{h5}{font color='yellow'}小精靈軟件設計有限公司{/font}  
Room 305, Car Po Commercial Building,  
18-20 Lyndhurst Terrace,  
Central, Hong Kong{/h5}  
Email: {a href='mailto://info@cclsoft.com'}info@cclsoft.com{/a}  
  
##P=pp1.png=P##
```



For more details, please reference some HTML textbooks.

App Setup

The following items can be adjusted by selecting the [SETUP] button in the main page. (Fig.19)



Fig.19 --- Select the SETUP button in the main page



Fig.20 --- SETUP page

Inside the setup page, there are 5 buttons

1. Profile --- To setup the basic information of the customer including the company description*, Address information*, Telephone, contact (email).
 2. Startup Page --- Change Startup Screen when open the App.
 3. Wallpaper --- Change Wallpaper of the App.
 4. Tab Label --- Change the bottom tab bar labels including
 - a. Product
 - b. Company Info
 - c. Contact
- NOTE: The company description and Address information will follow the HTML-like syntax control.

Questions?

Any questions, you are welcome to send email to info@cclsoft.com

Ver1.0	Basic e-Catalog Operation manual
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